

Masmus ila

Social Media Manager

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New York, NY

[LinkedIn](#)

WORK EXPERIENCE

LLamasoft - Social Media Manager

January 2015 - current

New York, NY

- Designed and executed global social media strategy across 1.2M followers on LinkedIn, Twitter, and Facebook
Increased social media lead generation by 46% year-over-year, **generating \$3.5M in revenue through regular engagement with customers, influencers, and followers**
- Worked closely with the content marketing manager to represent the voice of the customer to generate new blog post ideas and amplify those posts on social media
Developed automated reporting in Google Sheets on social media KPIs for executive leadership, saving 12 hours monthly work
- Reduced customer support requests by 7% by engaging with customers on social media whenever they had product issues

Young Living Essential Oils - Social Media Specialist

April 2012 - January 2015

Washington D.C.

- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, Twitter, and Pinterest, resulting in **\$820K in annual incremental revenue** Used Photoshop to create compelling visualizations that regularly had engagement in excess of 10K likes, comments, and shares
- Moderated user content to ensure all engagement with the brand was appropriate and amplified company mission and message

Brightlings - Social Media Intern

January 2012 - April 2012

Remote

- Created social content for Twitter, Instagram, and Facebook for 13 to 18-year-old girls seeking opportunities to grow writing talents
- Completed competitive research and benchmarking to further understand target audience and goals
Communicated with target audience on social platforms to **help grow total followings to over 1M**
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EDUCATION

University of Pittsburgh - B.S., Marketing

September 2008 - April 2012

Pittsburgh, PA

SKILLS

Instagram, Twitter, Facebook, Pinterest, YouTube, TikTok; Sprout Social, Hootsuite; Google Analytics; Google Docs, Google Sheets; Photoshop; SEO; Paid social media advertising; Data analytics